

GB Day Visits 2019
December 2019
GB & England



Day Visits: Definitions

- Respondents were asked to provide details of their participation, during the previous week, in a list of leisure activities. Any participation in a listed activity, outside of the respondent's home but in any place within the UK is considered to be a **Leisure Day Visit**.
- Respondents provided information on the volume of Leisure Day Visits taken and full details of any Leisure Day Visits lasting 3 hours or more. Where the details of these visits are reported they are described as **3+ hour Leisure Day Visits**.
- The main focus of this study is on **Tourism Day Visits**, which are a further subset of 3+ hour Leisure Day Visits defined as follows:
 - **Activities** - involving participation in one or more of the pre-listed activities;
 - **Duration** - lasting at least 3 hours, including time spent travelling to the destination;
 - **Regularity** - the participant indicates that the visit (i.e. same activity in same place) is not undertaken 'very regularly';
 - **Place** - the destination of the visit is different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination is in a different place from the workplace. This rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events.
- We also measure the **Activities Core to Tourism Visits**, a subset of Tourism Day Visits, which only concern visits involving a selection of activities related to tourism.

Re-weighting of 2011 to 2015 data

- In 2016 the following changes were identified as necessary and implemented on the survey from January 2016:
 - Questionnaire improvements to make the survey more engaging and easy to complete
 - Questionnaire revisions required as part of the 'merging' of GBDVS with the GBTS online piloting
 - From January 2016 the weekly sample size contacted for the survey increased from 673 to 1,000
- This combination of small changes made to the GBDVS questionnaire had worked together to increase levels of visits reported by respondents by around **+15%**.
- As a result, the results from the past years in this report have all been revised to take into account this increase of **+15%** and thus make the data more comparable with the current scores.
- For more information please see:
<https://www.visitbritain.org/about-gbts-and-gbdvs>

Tourism Day Visits Summary

- The volume of day visits in Great Britain in the three months to December 2019 decreased by -4% to 400 million when compared with the same period last year
- The value of those visits increased by +10% to £17.8 billion
- For the calendar year, GB level volume decreased by -3% to 1.7 billion in 2019 but the value of visits increased by +5% to £67 billion
- Looking at England, volume decreased by -5% to 335 million visits in the three months to December 2019, but value increased by +13% to £15.1 billion compared to 2018
- The calendar year volume of day visits in England decreased by -3% to 1.4 billion in 2019. Value however increased by +7% to £56.5 billion compared to 2018

Tourism Day Visits GB & England

| | Volume of Visits (millions) | | | | | | | Value of Visits (£millions) | | | | | | |
|-------------|--------------------------------|--------|---------|--------|--------|--------|-----------------------|--------------------------------|---------|---------|---------|---------|---------|-----------------------|
| | 2014* | 2015* | 2016 | 2017 | 2018 | 2019 | % (+/-) '18/'19 | 2014* | 2015* | 2016 | 2017 | 2018 | 2019 | % (+/-) '18/'19 |
| Oct- Dec | | | | | | | | | | | | | | |
| GB | 449.3 | 421.0 | 445.4 | 441.2 | 417.3 | 399.5 | -4% | £15,981 | £15,341 | £17,445 | £16,208 | £16,210 | £17,814 | +10% |
| Eng | 389.6 | 362.6 | 377.2 | 372.3 | 350.6 | 334.5 | -5% | £13,518 | £13,164 | £14,602 | £13,386 | £13,340 | £15,123 | +13% |
| Jan- Dec | | | | | | | | | | | | | | |
| GB | 1822.3 | 1754.0 | 1834.25 | 1793.4 | 1703.4 | 1653.3 | -3% | £61,833 | £61,943 | £63,904 | £62,447 | £63,782 | £66,978 | +5% |
| Eng | 1546.9 | 1492.7 | 1557.0 | 1505.4 | 1431.3 | 1389.8 | -3% | £51,867 | £53,385 | £53,534 | £50,900 | £53,036 | £56,500 | +7% |

Base sizes:

GB: October – December 2019 (4,133); January – December 2019 (19,421)

England: October – December 2019 (3,000); January – December 2019 (14,246)

*Estimates – see slide 3

Activities Core to Tourism Summary

- The volume of ACT visits in Great Britain in the three months to December 2019 decreased by -3% to 103 million when compared with the same period last year
- The value of those visits increased by +29% during the same period to £4.2 billion
- For the calendar year, GB level volume decreased by -3% to 495 million in 2019 whilst the value of visits decreased by -6% to £16.4 billion
- Looking at England, volume decreased by -5% to 84 million visits in the three months to December 2019, with value increasing by +32% to £3.5 billion compared to 2018
- Calendar year volume of ACT visits in England decreased by -3% to 410 million in 2019. The value decreased by -7% to £13.5 billion compared to 2018

Activities Core to Tourism GB & England

| | Volume of Visits (millions) | | | | | | | Value of Visits (£millions) | | | | | | |
|-------------|--------------------------------|-------|-------|-------|-------|-------|-----------------------|--------------------------------|---------|---------|---------|---------|---------|-----------------------|
| | 2014* | 2015* | 2016 | 2017 | 2018 | 2019 | % (+/-) '18/'19 | 2014* | 2015* | 2016 | 2017 | 2018 | 2019 | % (+/-) '18/'19 |
| Oct- Dec | | | | | | | | | | | | | | |
| GB | 118.7 | 106.4 | 111.0 | 109.9 | 106.2 | 103.2 | -3% | £3,884 | £3,792 | £3,245 | £3,473 | £3,214 | £4,156 | +29% |
| Eng | 105.9 | 91.9 | 94.3 | 91.1 | 88.4 | 84.0 | -5% | £3,501 | £3,296 | £2,740 | £2,844 | £2,666 | £3,518 | +32% |
| Jan- Dec | | | | | | | | | | | | | | |
| GB | 549.3 | 520.6 | 547.4 | 540.3 | 509.1 | 495.3 | -3% | £16,934 | £17,758 | £16,792 | £16,163 | £17,398 | £16,358 | -6% |
| Eng | 468.5 | 447.6 | 462.8 | 444.4 | 424.5 | 410.4 | -3% | £14,472 | £15,388 | £13,811 | £13,423 | £14,595 | £13,517 | -7% |

Base sizes:

GB: October – December 2019 (1,103); January – December 2019 (5,962)

England: October – December 2019 (783); January – December 2019 (4,269)

*Estimates – see slide 3

3+ Hour Day Visits Summary

- 3+ hour day visits in Great Britain for the three months to December 2019 decreased by -2% to 660 million compared to the same period in 2018
- The value of these visits increased by +7% £24.7 billion
- For the calendar year, volume is down by -3% to 2.7 billion visits but value increased by +5% to £95.6 billion in 2019
- In England, volume decreased by -3% to 549 million in the three months to December 2019. The value of these visits increased, by +13%, to £20.9 billion
- For the calendar year, volume of day visits in England decreased by -3% to 2.3 billion in 2019 but value increased by +6% to £80.1 billion compared to 2018

3+ Hour Day Visits GB & England

| | Volume of Visits (millions) | | | | | | | Value of Visits (£millions) | | | | | | |
|-------------|--------------------------------|--------|--------|--------|--------|--------|-----------------------|--------------------------------|---------|---------|---------|---------|---------|-----------------------|
| | 2014* | 2015* | 2016 | 2017 | 2018 | 2019 | % (+/-) '18/'19 | 2014* | 2015* | 2016 | 2017 | 2018 | 2019 | % (+/-) '18/'19 |
| Oct- Dec | | | | | | | | | | | | | | |
| GB | 740.4 | 721.4 | 752.5 | 718.2 | 676.9 | 660.2 | -2% | £21,790 | £21,886 | £26,610 | £22,763 | £23,129 | £24,721 | +7% |
| Eng | 637.0 | 613.9 | 637.7 | 607.4 | 563.0 | 548.5 | -3% | £18,491 | £18,507 | £22,645 | £19,026 | £18,539 | £20,886 | +13% |
| Jan- Dec | | | | | | | | | | | | | | |
| GB | 2996.6 | 2913.1 | 3077.2 | 2942.9 | 2795.8 | 2722.7 | -3% | £83,904 | £84,367 | £91,776 | £87,943 | £91,158 | £95,550 | +5% |
| Eng | 2520.3 | 2451.5 | 2597.8 | 2471.4 | 2338.2 | 2267.7 | -3% | £69,782 | £71,634 | £77,002 | £71,996 | £75,636 | £80,132 | +6% |

Base sizes:

GB: October – December 2019 (6,759); January – December 2019 (31,493)

England: October – December 2019 (4,764); January – December 2019 (22,432)

*Estimates – see slide 3